<u>In the Claims:</u>

Please cancel claims 10-12, 29, 31-33, 35-41, 43, 46, 48-52, 55-61, 69, 73-75, 81 and 83-86. Further,

please amend the remaining claims and add new claims 87-106 a shown below.

1. (Currently Amended) A method of providing targeted advertising, comprising the steps of:

<u>providing first information in a first category;</u>

<u>providing second information with the first information, the second information indicating a choice of</u>

<u>categories for targeted advertising not associated with the first category;</u>

receiving information indicating a user selected category request <u>from the choice of categories</u> for

targeted advertising;

identifying a first advertisement corresponding to said category request; and

providing said first advertisement.

2. (Currently Amended) A method according to claim 1, wherein:

said step of receiving includes receiving a URL, said URL includes a first attribute and a second

attribute concatenated in said URL; and

said step of identifying includes using at least a portion of said URL to find said first advertisement

<u>generated before receiving the URL.</u>

3. (Original) A method according to claim 1, wherein:

said category request includes a request for a category and a subcategory.

4. (Original) A method according to claim 1, wherein:

said first advertisement is a banner ad for a web page.

5. (Original) A method according to claim 4, further comprising:

displaying said advertisement on a client device.

6. (Original) A method according to claim 4, wherein:

said first attribute is received at a server from a client device; and

said step of providing includes communicating said advertisement from said server to said client

device.

7. (Original) A method according to claim 1, further comprising the steps of:

receiving a second attribute indicating a property of a client device, said step of receiving

information includes receiving a first attribute, said first attribute indicates said user selected category

request; and

retrieving a third attribute indicating an index, said step of identifying is based on said second

attribute and said third attribute.

8. (Original) A method according to claim 7, wherein:

said second attribute is selected by a publisher capable of controlling environmental characteristics

of said client device;

- 3 -

said first attribute, said second attribute and said third attribute are received from said client device; and

said step of providing includes communicating said first advertisement to said client device.

9. (Original) A method according to claim 7, wherein:

said second attribute is selected by a server;

said first advertisement is stored at said server; and

said step of providing includes communicating said first advertisement from said server.

10-12. (Cancel)

13. (Original) A method according to claim 7, wherein said first, second and third attributes are stored in one or more cookies.

14. (Original) A method according to claim 13, wherein:

said one or more cookies reside on a server remote from said client; and

said step of providing includes communicating said first advertisement from said server to said client for display on said client.

15. (Currently Amended) A method according to claim 13, wherein:

said one or more cookies reside on a client device; and

- 4 -

said step of providing includes communicating said first advertisement from a server to said client for display on said client <u>device</u>.

16. (Original) A method according to claim 1, further comprising the steps of:

receiving a request for a next advertisement corresponding to said user selected category request;

identifying said next advertisement; and

providing said next advertisement.

17. (Original) A method according to claim 1, further comprising the steps of:

receiving a request for a previous advertisement corresponding to said user selected category request;

identifying said previous advertisement; and

providing said previous advertisement.

18. (Original) A method according to claim 1, wherein:

said step of providing includes communicating said first advertisement to a client device; and

said client device includes an interactive television.

19. (Original) A method according to claim 1, wherein:

said step of providing includes communicating said first advertisement to a client device; and

said client device includes a mobile computing device..

20. (Original) A method according to claim 1, wherein:

said step of providing includes communicating said first advertisement to a client device; and

said client device includes a personal information manager.

21. (Original) A method according to claim 1, wherein:

said step of providing includes communicating said first advertisement to a client device; and

said client device includes a computer displaying a web site.

22. (Original) A method according to claim 1, wherein:

said step of providing includes communicating said first advertisement to a client device; and

said client device includes a cellular telephone.

23. (Original) A method according to claim 1, further comprising the steps of:

displaying a content selection interface at a client, said content selection interface includes a

category selection device;

receiving said user selected category request based on said category selection device; and

communicating said user selected category request from said client to a server, said server performs

said step of receiving a first attribute.

24. (Original) A method according to claim 23, wherein:

said category selection device includes a pull down menu displaying a set of categories.

- 6 -

25. (Original) A method according to claim 23, wherein:

said category selection device includes a text box.

26. (Original) A method according to claim 23, wherein:

said first advertisement is a banner and for a web page.

27. (Original) A method according to claim 26, further including the steps of:

displaying a first content page, said step of displaying a content selection interface is part of said step of displaying a first content page;

displaying a second content page;

sending a request from said client to said server for a second advertisement based on said user selected category; and

receiving and displaying said second advertisement on said client, said second advertisement is displayed with said second content page.

28. (Original) A method according to claim 26, further comprising the steps of:

receiving a vote about said advertisement;

adding said vote to a tally of votes; and

providing information about said tally of votes.

29. (Cancel)

30. (Original) A method according to claim 1, wherein:

said step of identifying is performed without making use of user profile information..

31-33. (Cancel)

34. (Currently Amended) The method of providing targeted advertising of claim 1, ~~One or more processor readable storage devices according to claim 33,~~ wherein:

said step of receiving information includes receiving a URL, said URL includes a first attribute and a second attribute concatenated in said URL, said first attribute identifies said user selected category request; and

said step of identifying includes using at least a portion of said URL as an explicit identification of a location within a file system of stored advertisements to find said first advertisement;

said step of providing said first advertisement provides said first advertisement without modification.

35-41. (Cancel)

42. (Currently Amended) The method of claim 1,

wherein the step of providing second information comprises ~~A method of providing targeted content grouped by categories, comprising the steps of~~: displaying the choice of categories in a user interface; and

- 8 -

wherein the step of receiving information indicating the user selected category request comprises

receiving ~~a selection of a~~ the selected category request generated using said user interface; and

wherein the step of providing said first advertisement comprises displaying ~~the~~ a first advertisement

corresponding to said user selected category.

43. (Cancel)

44. (Currently Amended) A method according to claim 42, wherein:

the first information is displayed in a publisher page;

said user interface is displayed in said ~~a~~ publisher page; and

said first advertisement is displayed in said publisher page.

45. (Currently Amended) A method according to claim 42, further comprising the steps of:

~~requesting said first advertisement based on said category; and~~

receiving said first advertisement from a server.

46. (Cancel)

47. (Currently Amended) A method according to claim 7 ~~45~~, wherein:

~~said step of requesting includes sending a first attribute, a second attribute and a third attribute;~~

~~said first attribute pertains to said category;~~

- 9 -

~~said second attribute pertains to one or more properties;~~

said third attribute pertains to an index for said category; and

said first attribute, said second attribute and said third attribute identify said first advertisement.

48-52. (Cancel)

53. (Currently Amended) A method according to claim <u>27</u> ~~52~~, wherein said step of displaying a

first content page includes the steps of:

displaying content;

determining whether valid selection information exists;

displaying a targeted advertisement if valid selection information exists; and

displaying a non-targeted advertisement if valid selection information is not found.

54. (Original) A method according to claim 53, wherein:

said step of determining includes looking for a valid cookie.

55-61. (Cancelled)

62. (Currently Amended) An apparatus according to claim <u>1</u> ~~56~~, wherein<u>:</u>

~~said method further comprises the steps of:~~ <u>said step of providing first information comprises</u>

displaying a first publisher's page, said step of <u>providing second information indicating a choice of</u>

categories comprises displaying ~~said~~ a user interface ~~is~~ as part of said step of displaying a first publisher's page, said step of displaying a first advertisement includes displaying said first advertisement on said first publisher's page;

 displaying a second publisher's page;

 sending a request for a second advertisement based on said category;

 receiving said second advertisement; and

 displaying said second advertisement on said second publisher's page.

63. (Original) An apparatus according to claim 62, wherein said step of displaying a first publisher's page includes the steps of:

 displaying content;

 determining whether valid selection information exists;

 displaying a targeted advertisement if valid selection information exists; and

 displaying a non-targeted advertisement if valid selection information is not found.

64. (Currently Amended) A method for locating content, comprising:

using a client remote from a server to perform the following steps:

 retrieving a set of two or more attributes from at least one cookie;

 combining said attributes;

 forming a URL, said URL includes said combined attributes; and

 communicating said URL to a server in order to access content.

- 11 -

65. (Currently Amended) A method according to claim 64, further comprising using the client remote from the server to perform the further the steps of:

receiving said content in response to said step of communicating; and

reporting said content.

66. (Original) A method according to claim 64, further comprising the steps of:

finding said content at said server, said URL includes an explicit identification of a location within a file system to find said content, said step of finding uses said explicit identification;

transmitting said content from said server to a said client, said steps of combining and forming are performed by said client; and

displaying said content on said client.

67. (Original) A method according to claim 64, wherein:

said attributes comprise category information, an index for said category information and one or more properties, wherein the index identifies different advertisements including at least a first advertisement and a second advertisement.

68. (Original) A method according to claim 64, wherein:

said attributes include a first attribute and a second attribute;

said URL includes an identification of a host, said first attribute and said second attribute; and

said URL includes an explicit identification of a location within a file system to find said content.

- 12 -

69. (Cancelled)

70. (Original) A method according to claim 64, wherein:

said attributes include a first attribute and a second attribute; and

said first attribute and said second attribute are stored in one or more cookies.

71. (Currently Amended) A method according to claim 64, wherein:

~~said steps of combining and forming are performed by a client remote from said server; and~~

said one or more cookies reside on said client device.

72. (Currently Amended) A method according to claim 64, wherein:

~~said steps of combining and forming are performed by a client remote from said server; and~~

said one or more cookies reside on said server.

73-75. (Cancelled)

76. (Currently Amended) An apparatus according to claim ~~73~~ 1, wherein:

~~said attributes include a first attribute and a second attribute; and~~

said first attribute and said second attribute are stored in separate cookies.

77. (Currently Amended) A method for providing content, comprising the steps of:

- 13 -

determining whether one or more cookies store valid attribute data <u>at a server based on a URL</u> <u>code provided to the server without use of cookies</u>; and

providing targeted content if said step of determining concludes that one or more cookies store valid attribute data<u>; and</u>

<u>providing alternate content without creating a further URL if said step of determining does not</u> <u>conclude that one or more cookies store valid attribute data.</u>

78. (Original) A method according to claim 77, further comprising the step of:

providing alternate content if said step of determining does not conclude that one or more cookies store valid attribute data.

79. (Original) A method according to claim 78, wherein said step of providing targeted content includes the steps of:

adding said valid attribute data to a URL, said valid attribute data includes data from two or more cookies;

communicating said URL to a server;

receiving said targeted content from said server; and

displaying said targeted content.

80. (Original) A method according to claim 78, wherein:

said targeted content is a first advertisement pertaining to a first category;

- 14 -

said valid attribute data corresponds to said first category; and

said alternate content is a second advertisement that is not sorted by a category pertaining to said valid attribute data.

81. (Cancelled)

82. (Original) A method according to claim 77, wherein:

said valid attribute data includes a first attribute, a second attribute and a third attribute;

said first attribute is stored in a first cookies;

said second attribute is stored in a second cookie; and

said third attribute is stored in a third cookie.

83-86. (Cancelled)

87. (New) A method of providing targeted advertising, comprising the steps of:

displaying a first publisher's page containing first information;

displaying a choice of categories to enable selection of second information not identified from the first information along with the display of the first publisher's page;

receiving a selected category from the choice of categories for the targeted advertising from a user;

generating a URL to identify the selected category;

providing the URL to a remote server;

- 15 -

receiving a first advertisement corresponding to the selected category from the server; and

displaying the first advertisement.

88. (New) The method of claim 87, wherein the steps are performed by a client located remotely from a server.

89. (New) The method of claim 88, wherein the first advertisement is stored in a memory prior to the step of providing the URL to the remote server, and wherein the step of displaying the first advertisement comprises displaying the first advertisement as stored in memory unaltered.

90. (New) The method of claim 87, wherein:

the URL is generated at least in part from a cookie, and

the first advertisement is located by a remote server using the URL code without use of a cookie.

91. (New) The method of claim 89, wherein the step of generating a URL is performed by a client using Java Script.

92. (New) The method of claim 91, wherein Java Script is executed by a web browser.

93. (New) The method of claim 87, further comprising:

generating the URL code to define information at the client end;

- 16 -

determining if the URL code identifies a category where no ads are stored at the server end, and

serving a first ad targeted in the category when ads are stored, and serving a second ad not in the category

if no ads are stored in the category identified.

94. (New) The method of claim 93, wherein the URL code generated to defines a category which

is not a default non-targeted information is identified by the server.

95. (New) The method of claim 87, wherein the step of generating a URL to identify the selected

category includes providing information specifying dimensions of an advertisement.

96. (New) A method of claim 87, further comprising the steps of:

providing targeted advertising, comprising the steps of:

receiving at the server a given advertisement for serving with a number of serves credited;

storing the advertisement under a URL identified by a given one of the choice of categories;

decrementing the number of serves when the given advertisement is provided for the step of

receiving a first advertisement corresponding to the selected category from the server.

97. (New) The method of claim 96, further comprising the steps of:

receiving at the server additional advertisements with different numbers of serves credited for the

advertisements;

storing the additional advertisements under the URL identified by the given choice of categories;

- 17 -

serving adds in an order based on the highest number of serves credited when the URL identifying the given choice of categories is received.

98. (New) The method of claim 87 further comprising the step of:

receiving a second advertisement a period of time after receipt of the first advertisement when an additional request for one of the choice of categories is not received during the period of time.

99. (New) A method for locating content, comprising:

using a client remote from a server to perform the following steps:

retrieving a set of one or more attributes using Java Script;

combining said attributes;

forming a URL, said URL includes said combined attributes; and

communicating said URL to a server in order to access content.

100. (New) The method of claim 99 wherein the following steps are performed prior to the step of retrieving one or more attributes:

selecting a category;

providing the category to the client for use by the Java Script to form the URL;

101. (New) The method of claim 100, wherein:

the step of selecting a category is performed by a web publisher; and

the step of providing the category is performed by the web publisher by specifying the category on a web page.

- 18 -

102. (New) The method of claim 99, wherein the step of forming a URL includes using an attribute information specifying dimensions.

103. (New) The method of claim 99, wherein the content comprises an advertisement.

104. (New) A method for locating content, comprising:

using a client browser remote from a server to perform the following steps:

retrieving a set of one or more attributes;

combining said attributes;

forming a URL, said URL includes said combined attributes; and

communicating said URL to a server in order to access content.

105. (New) The method of claim 104 wherein the following steps are performed by a user and provided to the client prior to the step of retrieving one or more attributes:

selecting a category; and

providing the category to the client for use in forming the URL.

106. (New) The method of claim 104 wherein the content comprises an advertisement.

- 19 -